

## ORDER



**Orders**  
**Order / Rev:** 703181  
**Alt Order #:** 06256499  
**Product Desc:** OBAMA SKED A  
**Estimate:** 1522  
**Flight Dates:** 08/03/12 - 09/03/12  
**Original Date / Rev:** 09/20/12 / 09/20/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	453	\$508,350.00	\$432,097.50
08/27/12	09/03/12	180	\$156,425.00	\$132,961.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	453	\$508,350.00	\$432,097.50	0.00
September 2012	180	\$156,425.00	\$132,961.25	0.00
<b>Totals</b>	<b>633</b>	<b>\$664,775.00</b>	<b>\$565,058.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/07/12	08/31/12	Days of Our Lives	CM	1p-2p	- TWTF - -	:30	1	\$500.00	P-2	0.00	NM	12	\$6,000.00
Days of Our Lives															
COMMENTS APPLY TO SUB LINES A THRU B															
DAYS-OUR LIVES<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	- TWTF - -			1			\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/06/12-08/12/12		Days of Our Lives		1p-2p	- TWThF - - - -	:30		<del>(\$500.00)</del>		0.00	NM		
Credited															
Week:		08/13/12	08/19/12	- TWTF - -			4			\$500.00		0.00			
Week:		08/20/12	08/26/12	- TWTF - -			4			\$500.00		0.00			
Week:		08/27/12	09/02/12	- TWTF - -			4			\$500.00		0.00			
2	WKYC	08/14/12	08/31/12	M-F 10-11a	CM	10a-11a	- TWTF - -	:30	10	\$225.00	P-2	0.00	NM	30	\$6,750.00
Today Show III															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF - -			10			\$225.00		0.00			
Week:		08/20/12	08/26/12	- TWTF - -			10			\$225.00		0.00			
Week:		08/27/12	09/02/12	- TWTF - -			10			\$225.00		0.00			
3	WKYC	08/03/12	08/03/12	Olympics Weekday DT	CM	Olympics Weekday	- - - - F - -	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
Olympics Weekday DT (10:00 AM-5:00 PM)															
OLYMPICS DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	- - - - F - -			4			\$1,000.00		0.00			

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 Alt Order #: 06256499  
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SKED A  
 Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WKYC	08/14/12	08/31/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	7	\$600.00	P-2	0.00	NM	21	\$12,600.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- TWTF - -		7				\$600.00		0.00			
	Week:	08/20/12	08/26/12	- TWTF - -		7				\$600.00		0.00			
	Week:	08/27/12	09/02/12	- TWTF - -		7				\$600.00		0.00			
5	WKYC	08/14/12	08/31/12	M-F 11a-1230p Live on Lakeside	CM	11a-1230p	- TWTF - -	:30	6	\$250.00	P-2	0.00	NM	18	\$4,500.00
WKYC NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- TWTF - -		6				\$250.00		0.00			
	Week:	08/20/12	08/26/12	- TWTF - -		6				\$250.00		0.00			
	Week:	08/27/12	09/02/12	- TWTF - -		6				\$250.00		0.00			
6	WKYC	08/14/12	08/31/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	- TWTF - -	:30	4	\$500.00	P-2	0.00	NM	12	\$6,000.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- TWTF - -		4				\$500.00		0.00			
	Week:	08/20/12	08/26/12	- TWTF - -		4				\$500.00		0.00			
	Week:	08/27/12	09/02/12	- TWTF - -		4				\$500.00		0.00			
7	WKYC	08/14/12	08/31/12	Today Show Overnight Today Show Overnight	CM	2xm-230xm (2:00 XM-2:30 XM)	- TWTF - -	:30	1	\$50.00	P-2	0.00	NM	3	\$150.00
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- TWTF - -		1				\$50.00		0.00			
	Week:	08/20/12	08/26/12	- TWTF - -		1				\$50.00		0.00			
	Week:	08/27/12	09/02/12	- TWTF - -		1				\$50.00		0.00			
8	WKYC	08/07/12	08/31/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	1	\$250.00	P-2	0.00	NM	12	\$3,000.00
COMMENTS APPLY TO SUB LINES A THRU B RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	- TWTF - -		1				\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/06/12-08/12/12		M-F 2-3p		2-3p	- TWThF - - - -	:30		<del>(\$250.00)</del>		0.00	NM		
Credited															
	Week:	08/13/12	08/19/12	- TWTF - -		4				\$250.00		0.00			
	Week:	08/20/12	08/26/12	- TWTF - -		4				\$250.00		0.00			
	Week:	08/27/12	09/02/12	- TWTF - -		4				\$250.00		0.00			
9	WKYC	08/07/12	08/31/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	1	\$350.00	P-2	0.00	NM	21	\$7,350.00
COMMENTS APPLY TO SUB LINES A THRU B DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	- TWTF - -		1				\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/06/12-08/12/12		M-F 3-4p		3p-4p	- TWThF - - - -	:30		<del>(\$350.00)</del>		0.00	NM		
Credited															
	Week:	08/13/12	08/19/12	- TWTF - -		7				\$350.00		0.00			
	Week:	08/20/12	08/26/12	- TWTF - -		7				\$350.00		0.00			
	Week:	08/27/12	09/02/12	- TWTF - -		7				\$350.00		0.00			
10	WKYC	08/14/12	08/31/12	Early Today Early Today	CM	4a-430a	- TWTF - -	:30	4	\$25.00	P-2	0.00	NM	11	\$275.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- TWTF - -		4				\$25.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/13/12-08/19/12		Early Today		4a-430a	- TWThF - - - -	:30		<del>(\$25.00)</del>		0.00	NM		
Credited															
	Week:	08/20/12	08/26/12	- TWTF - -		4				\$25.00		0.00			
	Week:	08/27/12	09/02/12	- TWTF - -		4				\$25.00		0.00			
11	WKYC	08/07/12	08/31/12		CM	4p-5p		:30	1	\$425.00	P-2	0.00	NM	22	\$9,350.00





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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
22	WKYC	08/14/12	08/31/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWTF - -	:30	4	\$1,200.00	P-2	0.00	NM	10	\$12,000.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- TWTF - -	4		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
12	NKYC	08/27/12-09/02/12		M-F 730-8p	730-8p		- TWThF - - - -	:30	<del>(\$1,200.00)</del>	0.00	NM				
See MG 18.22															
[Prgm Change] football															
23	WKYC	08/03/12	08/03/12	Olympics Zone Olympics Zone	CM	Olympics Zone	- - - - F - -	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
OLMPIC ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	- - - - F - -	3		\$2,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	NKYC	07/30/12-08/05/12		Olympics Zone	Olympics Zone		- - - - - F - - - -	:30	<del>(\$2,500.00)</del>	0.00	NM				
See MG 23.4															
4	NKYC	07/30/12-08/05/12		Olympics Zone	Olympics Zone		- - - - - Sa - -	:30	\$2,500.00	0.00	NM				
Ⓜ MG for 23.2 08/03															
same program, move day															
24	WKYC	08/07/12	08/10/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	- TWTF - -	:30	5	\$12,000.00	P-2	0.00	NM	5	\$60,000.00
OLYMPIC PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF - -	5		\$12,000.00		0.00						
25	WKYC	08/03/12	08/03/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- - - - F - -	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
OLYMPICS DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	- - - - F - -	4		\$550.00		0.00						
26	WKYC	08/14/12	09/01/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF - -	:30	5	\$2,800.00	P-2	0.00	NM	15	\$42,000.00
CH 3 NWS AT 11<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF - -	5		\$2,800.00		0.00						
Week:		08/20/12	08/26/12	- TWTF - -	5		\$2,800.00		0.00						
Week:		08/27/12	09/02/12	- TWTF - -	5		\$2,800.00		0.00						
27	WKYC	08/24/12	08/24/12	Browns Pre-Season Football Browns Pre-Season Football	CM	Browns Pre-Season Football	- - - - F - -	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
BROWNS V PHILLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	- - - - F - -	1		\$7,500.00		0.00						
28	WKYC	08/31/12	08/31/12	Fri Prime A Fri Prime A	CM	8-9p	- - - - F - -	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	- - - - F - -	1		\$2,500.00		0.00						
29	WKYC	08/20/12	08/27/12	Mon Prime A Mon Prime A	CM	8p-9p	M - - - - -	:30	1	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	M - - - - -	1		\$3,500.00		0.00						
Week:		08/27/12	09/02/12	M - - - - -	1		\$3,500.00		0.00						
30	WKYC	08/18/12	09/02/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	- - - - - SS	:30	3	\$600.00	P-2	0.00	NM	8	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- - - - - SS	3		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	NKYC	08/13/12-08/19/12		EN (Sa-Su)	6P-7P Sa/Su		(6:00 PM-6:30 PM) - - - - - SaSu	:30	<del>(\$600.00)</del>	0.00	NM				
Credited															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	- - - - - SS	3		\$600.00		0.00						

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WKYC

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30	WKYC	08/18/12	09/02/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	3	\$600.00	P-2	0.00	NM	8	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/20/12	08/20/12	08/26/12	-----SS		3				\$600.00		0.00			
Week:	08/27/12	08/27/12	09/02/12	-----SS		3				\$600.00		0.00			
31	WKYC	08/18/12	09/01/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	-----S-	:30	2	\$125.00	P-2	0.00	NM	6	\$750.00
SAT NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/13/12	08/13/12	08/19/12	-----S-		2				\$125.00		0.00			
Week:	08/20/12	08/20/12	08/26/12	-----S-		2				\$125.00		0.00			
Week:	08/27/12	08/27/12	09/02/12	-----S-		2				\$125.00		0.00			
32	WKYC	08/18/12	09/01/12	Saturday Night Live Saturday Night Live	CM	1130p-107a (11:30 PM-1:00 XM)	-----S-	:30	1	\$800.00	P-2	0.00	NM	3	\$2,400.00
SAT NITE LIVE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/13/12	08/13/12	08/19/12	-----S-		1				\$800.00		0.00			
Week:	08/20/12	08/20/12	08/26/12	-----S-		1				\$800.00		0.00			
Week:	08/27/12	08/27/12	09/02/12	-----S-		1				\$800.00		0.00			
33	WKYC	08/18/12	09/01/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am (4:30 AM-4:59 AM)	-----S-	:30	1	\$75.00	P-2	0.00	NM	3	\$225.00
HOUSE CALLS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/13/12	08/13/12	08/19/12	-----S-		1				\$75.00		0.00			
Week:	08/20/12	08/20/12	08/26/12	-----S-		1				\$75.00		0.00			
Week:	08/27/12	08/27/12	09/02/12	-----S-		1				\$75.00		0.00			
34	WKYC	08/18/12	09/01/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	3	\$1,500.00
CRIME STOPERS/ CASH EXPULSION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/13/12	08/13/12	08/19/12	-----S-		1				\$500.00		0.00			
Week:	08/20/12	08/20/12	08/26/12	-----S-		1				\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NKYC	08/20/12-08/26/12		Sat 7-8p		7-8p	-----Sa--	:30		<del>(\$500.00)</del>		0.00	NM		
See MG 34.4															
[Prgm Change]															
4	NKYC	08/25/12-08/25/12		EN (Sa-Su)		6P-7P Sa/Su	(6:00 PM-6:30 PM)-----Sa--	:30		\$500.00		0.00	NM		
Ⓜ MG for 34.2 08/25															
Week:		08/27/12	09/02/12	-----S-		1				\$500.00		0.00			
35	WKYC	08/18/12	09/01/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	4	\$850.00	P-2	0.00	NM	12	\$10,200.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/13/12	08/13/12	08/19/12	-----S-		4				\$850.00		0.00			
Week:	08/20/12	08/20/12	08/26/12	-----S-		4				\$850.00		0.00			
Week:	08/27/12	08/27/12	09/02/12	-----S-		4				\$850.00		0.00			
36	WKYC	08/18/12	09/01/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	2	\$850.00	P-2	0.00	NM	6	\$5,100.00
SAT NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	08/13/12	08/13/12	08/19/12	-----S-		2				\$850.00		0.00			
Week:	08/20/12	08/20/12	08/26/12	-----S-		2				\$850.00		0.00			
Week:	08/27/12	08/27/12	09/02/12	-----S-		2				\$850.00		0.00			
37	WKYC	08/04/12	08/11/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend (9:00 AM-6:00 PM)	-----S-	:30	3	\$2,000.00	P-2	0.00	NM	7	\$14,000.00
COMMENTS APPLY TO SUB LINES A THRU B OLYMPIC WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	07/30/12	07/30/12	08/05/12	-----S-		3				\$2,000.00		0.00			
Week:	08/06/12	08/06/12	08/12/12	-----S-		4				\$2,000.00		0.00			
38	WKYC	08/12/12	09/02/12	Su 12-1230p	CM	12-1230p /Su	-----S	:30	1	\$450.00	P-2	0.00	NM	3	\$1,350.00

Order / Rev: 703181  
 Alt Order #: 06256499  
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SKED A  
 Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Channel 3 News at Noon Su															
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S			1		\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/06/12-08/12/12		Su 12-1230p		12-1230p /Su	-----Su	:30		<del>(\$450.00)</del>		0.00	NM		
Credited															
Week:		08/13/12	08/19/12	-----S			1		\$450.00		0.00				
Week:		08/20/12	08/26/12	-----S			1		\$450.00		0.00				
Week:		08/27/12	09/02/12	-----S			1		\$450.00		0.00				
39	WKYC	08/05/12	09/02/12	Sun 1-2x whacked out	CM	105x-135ax (1:05 XM-1:35 XM)	-----S	:30	1	\$75.00	P-2	0.00	NM	3	\$225.00
WHACKED OUT SPORTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-----S			1		\$75.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	07/30/12-08/05/12		Sun 1-2x		105x-135ax	(1:05 XM-1:35 X-----Su	:30		<del>(\$75.00)</del>		0.00	NM		
See MG 39.6															
6	NKYC	08/05/12-08/05/12		Olympics Overnight		Olympics Overnight	1:30 XM-2:00 X-----Su	:30		\$75.00		0.00	NM		
Ⓜ MG for 39.1 08/05															
Week:		08/06/12	08/12/12	-----S			1		\$75.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NKYC	08/06/12-08/12/12		Sun 1-2x		105x-135ax	(1:05 XM-1:35 X-----Su	:30		<del>(\$75.00)</del>		0.00	NM		
Credited															
Week:		08/13/12	08/19/12	-----S			1		\$75.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	NKYC	08/13/12-08/19/12		Sun 1-2x		105x-135ax	(1:05 XM-1:35 X-----Su	:30		<del>(\$75.00)</del>		0.00	NM		
Credited															
Week:		08/20/12	08/26/12	-----S			1		\$75.00		0.00				
Week:		08/27/12	09/02/12	-----S			1		\$75.00		0.00				
40	WKYC	08/19/12	09/02/12	5A-530A Hometime	CM	5a-530a	-----S	:30	1	\$75.00	P-2	0.00	NM	3	\$225.00
HOUSE CALLS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S			1		\$75.00		0.00				
Week:		08/20/12	08/26/12	-----S			1		\$75.00		0.00				
Week:		08/27/12	09/02/12	-----S			1		\$75.00		0.00				
41	WKYC	08/05/12	08/12/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend	-----S	:30	3	\$2,000.00	P-2	0.00	NM	7	\$14,000.00
COMMENTS APPLY TO SUB LINES A THRU B OLYMPIC WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/30/12	08/05/12	-----S			3		\$2,000.00		0.00				
Week:		08/06/12	08/12/12	-----S			4		\$2,000.00		0.00				
42	WKYC	08/19/12	08/19/12	NFL Pre Season Football NFL Pre-Season Football	CM	NFL Pre-Season F (8:00 PM-11:00 PM)	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
INDY@PITT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S			1		\$5,000.00		0.00				
43	WKYC	08/26/12	08/26/12	NFL Pre Season Football NFL Pre-Season Football	CM	NFL Pre-Season F (8:00 PM-11:00 PM)	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
CAR@NYJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S			1		\$5,000.00		0.00				
44	WKYC	08/19/12	09/02/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	3	\$2,550.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-----S			1		\$850.00		0.00				
Week:		08/20/12	08/26/12	-----S			1		\$850.00		0.00				
Week:		08/27/12	09/02/12	-----S			1		\$850.00		0.00				
45	WKYC	08/19/12	09/02/12		CM	9a-1030a	-----S	:30	2	\$850.00	P-2	0.00	NM	6	\$5,100.00

Order / Rev: 703181  
 Alt Order #: 06256499  
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SKED A  
 Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sun 9-1030a Channel 3 News Sun 9a															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S		2			\$850.00			0.00			
		Week: 08/20/12	08/26/12	-----S		2			\$850.00			0.00			
		Week: 08/27/12	09/02/12	-----S		2			\$850.00			0.00			
46	WKYC	08/16/12	08/16/12	Browns Pre-Season Football Browns Pre-Season Football	CM	Browns Pre-Season Football	---T---	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
BROWNS V DETROIT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	---T---		1			\$7,500.00			0.00			
47	WKYC	08/30/12	08/30/12	Browns Pre-Season Football Browns Pre-Season Football	CM	Browns Pre-Season Football	---T---	:30	2	\$7,500.00	P-2	0.00	NM	2	\$15,000.00
BROWNS V CHICAGO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	---T---		2			\$7,500.00			0.00			
48	WKYC	08/16/12	08/16/12	Thu Prime A Thu Prime A	CM	8-9p	---T---	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
OFFICE/PARKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	---T---		1			\$2,800.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	08/13/12-08/19/12	Thu Prime A		8-9p	---Th-----	:30		<del>(\$2,800.00)</del>		0.00	NM		
	See MG 48.2 [Browns Game]														
	2	NKYC	08/13/12-08/19/12	Browns Pre-Game		Browns Pre-Game	MTWThFSaSu	:30		\$2,800.00		0.00	NM		
	Ⓜ MG for 48.1 08/16														
49	WKYC	08/07/12	08/12/12	Olympic Late News Olympic Late News	CM	12x-12:35x	-TWTFSS	:30	10	\$2,400.00	P-2	0.00	NM	10	\$24,000.00
OLYMPIC LN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWTFSS		10			\$2,400.00			0.00			
50	WKYC	08/14/12	09/02/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	-TWTFSS	:30	10	\$1,800.00	P-2	0.00	NM	30	\$54,000.00
CH 3 NWS AT 6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-TWTFSS		10			\$1,800.00			0.00			
		Week: 08/20/12	08/26/12	-TWTFSS		10			\$1,800.00			0.00			
		Week: 08/27/12	09/02/12	-TWTFSS		10			\$1,800.00			0.00			
51	WKYC	08/07/12	08/12/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	-TWTFSS	:30	10	\$2,000.00	P-2	0.00	NM	10	\$20,000.00
OLYMPICS EN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWTFSS		10			\$2,000.00			0.00			
52	WKYC	08/14/12	08/28/12	Tues Prime Other Tues Prime Other	CM	Various (8:00 PM-10:00 PM)	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	3	\$18,000.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-T-----		1			\$6,000.00			0.00			
		Week: 08/20/12	08/26/12	-T-----		1			\$6,000.00			0.00			
		Week: 08/27/12	09/02/12	-T-----		1			\$6,000.00			0.00			
53	WKYC	08/22/12	08/22/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	--W----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	--W----		1			\$7,000.00			0.00			
54	WKYC	08/15/12	08/29/12	Wed Prime C Wed Prime C	CM	10-11p	--W----	:30	1	\$4,500.00	P-2	0.00	NM	2	\$9,000.00
COMMENTS APPLY TO SUB LINES A THRU B LAW AND ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			





Order / Rev: 703181  
 Alt Order #: 06256499  
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SKED A  
 Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
61	WKYC	08/20/12	09/03/12	Early Today Early Today	CM	4a-430a (4:00 AM-4:30 AM)	M-----	:30	1	\$25.00	P-2	0.00	NM	3	\$75.00
62	WKYC	08/20/12	09/03/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$425.00	P-2	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1				\$425.00		0.00			
	Week:	08/27/12	09/02/12	M-----		1				\$425.00		0.00			
	Week:	09/03/12	09/09/12	M-----		1				\$425.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	NKYC	09/03/12-09/09/12	M-F 4-5p		4p-5p		M-----	:30	<del>(\$425.00)</del>		0.00	NM		
		Credited													
63	WKYC	08/20/12	09/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$650.00	P-2	0.00	NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		2				\$650.00		0.00			
	Week:	08/27/12	09/02/12	M-----		2				\$650.00		0.00			
	Week:	09/03/12	09/09/12	M-----		2				\$650.00		0.00			
64	WKYC	08/06/12	08/13/12	M-F 5-6p News (Olympic) M-F 5-6p News (Olympics)	CM	5-6p	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	M-----		1				\$1,400.00		0.00			
	Week:	08/13/12	08/19/12	M-----		1				\$1,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	NKYC	08/13/12-08/19/12	M-F 5-6p News (Olympic)		5-6p		M-----	:30	<del>(\$1,400.00)</del>		0.00	NM		
		Credited													
65	WKYC	08/20/12	09/03/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1				\$650.00		0.00			
	Week:	08/27/12	09/02/12	M-----		1				\$650.00		0.00			
	Week:	09/03/12	09/09/12	M-----		1				\$650.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	NKYC	09/03/12-09/09/12	M-F 5-6p		5p-6p		M-----	:30	<del>(\$650.00)</del>		0.00	NM		
		Credited													
66	WKYC	08/06/12	08/13/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	M-----		1				\$750.00		0.00			
	Week:	08/13/12	08/19/12	M-----		1				\$750.00		0.00			
67	WKYC	08/20/12	08/27/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	3	\$850.00	P-2	0.00	NM	6	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		3				\$850.00		0.00			
	Week:	08/27/12	09/02/12	M-----		3				\$850.00		0.00			
68	WKYC	08/20/12	09/03/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1				\$1,200.00		0.00			
	Week:	08/27/12	09/02/12	M-----		1				\$1,200.00		0.00			
	Week:	09/03/12	09/09/12	M-----		1				\$1,200.00		0.00			
69	WKYC	08/06/12	08/13/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	M-----		1				\$750.00		0.00			
	Week:	08/13/12	08/19/12	M-----		1				\$750.00		0.00			
70	WKYC	08/13/12	08/13/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	M-----		3				\$850.00		0.00			
71	WKYC	08/20/12	09/03/12		CM	730-8p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	3	\$3,600.00

Order / Rev: 703181  
 Alt Order #: 06256499  
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SKED A  
 Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 730-8p															
Entertainment Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1			\$1,200.00			0.00			
	Week:	08/27/12	09/02/12	M-----		1			\$1,200.00			0.00			
	Week:	09/03/12	09/09/12	M-----		1			\$1,200.00			0.00			
72	WKYC	08/06/12	08/06/12	M-F 5-6p News (Olympics)	M	M-F 5-6P	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
M-F 5-6p News (Olympics)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	M-----		1			\$1,400.00			0.00			
73	WKYC	08/12/12	08/12/12	Olympics Cntdwn to Close	M	7-8p	-----S	:30	1	\$3,050.00	P-2	0.00	NM	1	\$3,050.00
Olympics Countdown															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1			\$3,050.00			0.00			
													Totals	633	\$664,775.00